



UNITED STATES EMBASSY OTTAWA, CANADA
P.O. BOX 866, STATION B, OTTAWA, ON, K1P 5T1, CANADA - PHONE: (613) 688-5264, FAX: (613) 688-3055

Location: OTTAWA, CANADA

**INFORMATION RESOURCE CENTRE
DIGITAL ENGAGEMENT SPECIALIST
VACANCY NUMBER: 09-82**

Wednesday, November 18, 2009
This Vacancy is Open

OPEN TO: All Interested Candidates

POSITION: Information Resource Centre- Digital Engagement Specialist **Grade:** FSN-9 ; FP-05*

OPENING DATE: Wednesday, November 18, 2009

CLOSING DATE: Wednesday, December 02, 2009

WORK HOURS: Full Time; 40 hours per week

SALARY: Ordinarily Resident- FSN-9 CDN\$53,811 p.a.
*Not Ordinarily Resident- FP-05

LENGTH OF HIRE: 40 Hours Per Week

NOTE: SALARY MAY VARY DEPENDING ON THE QUALIFICATIONS OF THE SUCCESSFUL CANDIDATE.

ONLY CANDIDATES SELECTED FOR AN INTERVIEW WILL BE CONTACTED.

ALL ORDINARILY-RESIDENT APPLICANTS MUST HAVE CANADIAN CITIZENSHIP OR HAVE THE REQUIRED WORK AND/OR RESIDENCE PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

ALL USEFMS, EFMS AND MOHS WHO HAVE NOT YET ARRIVED AT POST ARE WELCOME TO APPLY, HOWEVER, SUCCESSFUL CANDIDATES MUST BE PREPARED TO COMMENCE EMPLOYMENT BY THE ESTIMATED START DATE OF FOUR WEEKS AFTER THE CLOSING DATE.

The U. S. Embassy in OTTAWA is seeking an individual for employment in CANADA for the position of Information Resource Centre- Digital Engagement Specialist in the Public Affairs Office.

BASIC FUNCTION OF POSITION

Under the supervision of the Information Resource center (IRC) and the

Information Officer (IO), serves as a senior manager and content editor for the Mission's presence on all web-based applications used to inform, engage and interact with a Canadian audience. This includes public websites, social networking sites, pod- and video-casts and blogs among other web 2.0 tools. As a member of the IRC Team working on website content, digital engagement and advocacy; this position serves as a content editor and contributor to ensure materials for posting on the range of sites are depicted in the most effective and efficient manner to accurately communicate the Mission's message. Determines appropriate web-based applications for effective communication of the Mission's message depending on content and audiences. Responsible for the design architecture, technical integrity and maintenance of the public online web presence used by the Mission. Contributes to the IRC's overall outreach efforts by working with the IRC director to develop and produce cutting-edge digital advocacy programs and products. As PA's technical expert and content editor, advises on uses of internet technologies for optimum methods of communicating the Mission's policies, programs and activities to the target audience and the public.

QUALIFICATIONS REQUIRED

NOTE: All applicants must address each of the six required qualifications detailed below with specific and comprehensive information supporting each item. This should be done in the cover letter submitted with the application forms, in the SUBJECT line when submitting electronically, and in the resumé.

Additionally, U.S. Citizen Eligible Family Members (USEFMs) and U.S. Citizen Veterans are preference candidates and should identify themselves accordingly on the cover letter.

In the SUBJECT line of the online submission, please indicate the job announcement number and status i.e. USEFM, US Veteran, Permanent Resident, Dual Citizen, Canadian Citizen.

In a situation where additional announcements are published to advertise this position, the job function, required qualifications, and other terms and definitions contained in this official, approved Embassy advertisement shall be used as the controlling document for purposes of screening and selecting qualified candidates.

1. Education: University degree and website certification or information technology diploma are required.

(Candidates are required to present proof of education with resumé.)

2. Experience: A minimum of three years progressively responsible, hands-on experience in the fields of website technical development and management is required.

3. Language: Level IV (Fluent) speaking/reading/writing English is required.

4. Knowledge: Comprehensive knowledge of computers and software related to webpage design, graphics and multimedia, browsers, and readers - particularly, Dreamweaver, Photoshop, and Web 2.0 design principles is required.

* See additional knowledge requirements listed under "Additional Selection Criteria".

5. Skills and Abilities: Must possess an expert grasp of the principles, methods, practices, and techniques required to plan, design, implement, maintain and manage the Mission website successfully.

* See additional skills and abilities requirements listed under "Additional Selection Criteria".

6. Interpersonal Skills: Must be able to work under pressure in a diverse team environment and have the ability to communicate on both a conceptual and technical level on website-related issues to both technical and non-technical Mission personnel.

SELECTION PROCESS

When equally qualified, U.S. Citizen Eligible Family Members (USEFMs), and U.S. Veterans will be given preference. Therefore, it is essential that the candidate address the required qualifications above in the application.

Candidates for employment are normally hired at the first step of the grade of the position. However, previous salary history will be taken into consideration in determining a salary level above Step 1. Documentation must be provided to confirm salary rates above Step 1. For USEFMs, an SF-50 personnel action is required.

ADDITIONAL SELECTION CRITERIA

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently-employed U.S. Citizen EFM's who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently-employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment, unless currently hired into a position with a When Actually Employed (WAE) work schedule.
6. Candidates must be able to obtain and hold a non-sensitive security clearance for this position and pass a medical examination.
7. Testing may be conducted to ensure eligibility levels for specified skills and abilities are met. Overall score ranges for testing through the Brainbench online program are provided under "Definitions" on page 4.

* Additional knowledge requirements:

Knowledge of a wide range of computer techniques, requirements, methods, sources and procedures that support the design, maintenance and user access to the Mission Canada websites is required.

Familiarity with domestic and international current events, Canada-US bilateral issues, and with the Mission Strategic Plan.

Solid understanding of U.S. foreign policy.

Knowledge of State Department public diplomacy and information activities in the field/familiarity with other State Department offices and of Mission Canada Organization.

* Additional skills and abilities requirements:

Requires an ability to communicate on both a conceptual and technical levels on web-site related issues to both technical and non-technical staff and officers.

Ability to quickly evaluate competing issues and make priority judgments for placement of material on websites is required.

Must be able to work as a team member with IRC/PA staff.

Ability to work quickly under pressure and in a diverse team environment is required.

Familiarity with content management systems is required.

TO APPLY

All applicants must address each of the six required qualifications detailed in the job announcement by identifying them and addressing how the applicant meets each of the qualifications. This should be done in the cover letter with the application forms and resumé. Please state the Job Announcement number and Job Title in your submission.

U.S. Citizen Eligible Family Members (USEFMs) and U.S. Citizen Veterans are preference candidates and should identify themselves accordingly on the cover letter to expedite the screening process.

Interested applicants for this position should submit the following:

1. Application for U.S. Federal Employment (SF-171 or OF-612); or a current resume or curriculum vitae that provides the same information as an OF-612;
(Access to SF-171:
http://ottawa.usembassy.gov/content/embconsul/pdfs/hr_formSF171.pdf)
(Access to OF-612:
http://ottawa.usembassy.gov/content/embconsul/hr_formOF612.pdf)
plus
2. Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 (Report of Separation from the Armed Forces of the United States.) This form must accompany their application.
3. Any other documentation (e.g., essays, certificates, awards, copies of degrees earned) that addresses the qualification requirements of the position as listed above.
4. Contact information of three (3) professional references: telephone number, e-mail address, and mailing address. Please be sure to indicate your relationship to the reference i.e. colleague, subordinate, supervisor, etc.
5. SF-50 Personnel Actions which reflect employment status and Highest Previous Rate (HPR) of salary must be provided by U.S. Citizen Eligible Family Members

(USEFMs).

SUBMIT APPLICATION TO: Human Resources Office
American Embassy
P. O. Box: 866
Station: B
Ottawa ON K1P 5T1

You may also e-mail resumes to: ottawahr@state.gov.
Reference Job Announcement number.

POINT OF CONTACT: Human Resources Office
Phone: N/A

DEFINITIONS

I. U.S. Citizen Eligible Family Member (USEFM) - For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- U.S. Citizen; and,
- EFM (see above) at least 18 years of age; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG Agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
 1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
 2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM3232.2.

II. EFM: An individual related to a U.S. Government employee in one of the following ways:

- Spouse;
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, step-children and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;
- Parent (including step-parents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including step-sisters and step-brothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

III. Member of Household (MOH) - An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

An MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside other Department's current legal and statutory definition of family member. A MOH does not have to be a U.S. Citizen.

IV. Not Ordinarily Resident (NOR) - An individual who:

- Is not a citizen or the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment tax laws; and,
- Has a U.S. Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

V. Ordinarily Resident (OR) - A Foreign National or U.S. Citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without U.S. Social Security Numbers are also OR. All OR employees, including U.S. Citizens, are compensated in accordance with the Local Compensation Package (LCP).

Test Information:

* Proficiency Level Descriptions - Brainbench Standardized Test Score Results

The proficiency levels describe in very general terms what typical examinees know and their capabilities in an applied setting. Score ranges for proficiency levels of skills and abilities as tested through the Brainbench online program are as follows:

NOVICE: 1.00 - 1.50: Demonstrates an understanding of only the most basic concepts contained within this topic. Individual will most likely require formal training or self-study before receiving any assignments in this area.

BASIC: 1.51 - 2.50: Demonstrates an understanding of the fundamental concepts involved with this topic. Knowledge level appears equivalent to that gained through introductory courses. May require supplemental training and close supervision to develop a working knowledge level to be able to perform assignments independently.

PROFICIENT: 2.51 - 3.50 : Demonstrates a solid understanding of core concepts within this topic. Appears capable of working on most projects in this area with moderate assistance. May require some initial assistance with advanced concepts.

ADVANCED: 3.51 - 4.50: Demonstrates a clear understanding of many advanced concepts within this topic. Appears capable of mentoring others on most projects in this area.

EXPERT: 4.51 - 5.00 : Demonstrates understanding of most advanced concepts within the subject area. Appears capable of mentoring others on the most complex subjects.

CLOSING DATE FOR THIS POSITION: WEDNESDAY, DECEMBER 02, 2009

The U.S. Mission in Canada provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail

themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

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